



“THE BIRTHPLACE OF THE STATE OF NEW YORK”  
OFFICE OF THE MAYOR

THOMAS M. ROACH  
MAYOR

t: 914.422.1411  
f: 914.422.1395

**FOR IMMEDIATE RELEASE**

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**Contact:** Jill Iannetta  
Tel: (914) 422-1411  
[jiannetta@whiteplainsny.gov](mailto:jiannetta@whiteplainsny.gov)

**WHITE PLAINS EARTH WEEK KICKS OFF APRIL 22<sup>ND</sup>**  
**Sustain White Plains Celebration Downtown April 27<sup>th</sup>**  
**Shoe Drive Benefiting Soles4Souls**

Mayor Tom Roach kicked off Earth Week in White Plains today with a press conference on the steps of City Hall. White Plains' Third Annual Earth Week Celebration is presented by the City of White Plains and the White Plains Business Improvement District (WP BID), along with our sponsors: Apogee Fitness & Wellness, Bunge, Con Edison, Inland, New York Power Authority and SL Green/Reckson.

“Earth Week is a wonderful opportunity for all of us to think about how we can live in a sustainable and environmentally friendly way,” said Mayor Roach. “There are changes both large and small that each of us can make that will improve the health of our planet. Earth Week in White Plains aims to increase overall community awareness and provide residents and businesses with the knowledge and opportunity to make some of those changes.”

The high point of the week will be the *Sustain White Plains* event, an outdoor Earth Day experience for all ages that will take place on Mamaroneck Avenue between Martine Avenue and Main Street on Saturday, April 27<sup>th</sup> from noon to 4:00 p.m. The event will feature 50 vendors, all showcasing their environmentally friendly contributions to the community. Activities will include creating music with recycled materials, a fashion show featuring clothes made from recycled materials, and performances by Bash the Trash and Mark Rust. Our local businesses will offer coupons, interactive exhibits, give-a-ways, and much



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more! Click here for a full listing of White Plains Earth Week events:  
[www.wpbid.com/events\\_WP\\_earth\\_week\\_2013.htm](http://www.wpbid.com/events_WP_earth_week_2013.htm).

Another exciting part of Earth Week this year is the City’s partnership with Soles 4 Souls, a charity that collects and re-distributes gently worn shoes to the less fortunate. The City of White Plains will be sponsoring a city-wide shoe drive with the goal of collecting 20,000 pairs of shoes! Shoes will be collected at Ebersole Ice Rink, located at Delfino Park, 110 Lake Street, on Friday, April 26<sup>th</sup>, 4:00 – 8:00 p.m. and Saturday and Sunday, April 27<sup>th</sup> and 28<sup>th</sup>, 8:00 a.m. – 8:00 p.m. This eco-friendly and charitable community project is a great way for both children and adults to participate in Earth Week.

Soles 4 Souls CEO Buddy Teaster joined Mayor Roach for the kick-off press conference to highlight the partnership. Mr. Teaster said, “700 million pairs of shoes are discarded by Americans each year. Soles4Souls has distributed more than 19 million pairs of shoes around the world with the help of partners like the City of White Plains. With 1 in every 4 adults in the world living in extreme poverty, basic necessities like shoes are simply unavailable. In developing nations like Haiti, Honduras, and Tanzania, walking is the main form of transportation, and shoes can protect a person’s feet from cuts and infections. Also, children in other parts of the world cannot attend school without a pair of shoes. Please join in this Earth Day initiative to recycle gently worn footwear, and possibly improve the quality of someone’s daily life. Shoes can enable someone to step out of poverty. Partnering with local communities domestically affords Soles4Souls the opportunity to provide relief here in the United States. About 50% of the shoes collected are distributed to victims of disaster relief and homeless shelters in the U.S.”

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